

Application No. 10/683,746

In the Claims

Please substitute the following amended claims for those currently pending:

1. (currently amended) A display apparatus ~~for displaying a plush item~~, comprising:

a plush item;

a column having a top end and a bottom end;

a strap extending between the top end of the column and the bottom end of the column;

the strap and the column defining an aperture within which the plush item is received;

~~the aperture being dimensioned to receive the plush item;~~

the column comprising a first side panel, a second side panel, and a major panel

extending therebetween;

the first side panel having sufficient surface area to receive a thumb of a hand;

the second side panel having sufficient surface area to receive a fingertip of the hand; and

the first side panel and the second side panel being separated by a distance W that is

selected such that the column can be received between the thumb and the fingertip of the hand.

2. (original) The display apparatus of claim 1, wherein the plush item comprises a pillow.

3. (original) The display apparatus of claim 1, wherein a width of the column is selected such that a first uncovered portion of the plush item will extend beyond a first side of the column and a second uncovered portion of the plush item will extend beyond a second side of the column when the plush item is extending through the aperture.

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4. (original) The display apparatus of claim 3, wherein the width of the column is selected such that a surface area of the first uncovered portion is greater than a surface area of the plush item that is covered by the column when the plush item is extending through the aperture.

5. (original) The display apparatus of claim 3, wherein the width of the column is selected such that a surface area of the second uncovered portion is greater than a surface area of the plush item that is covered by the column when the plush item is extending through the aperture.

6. (original) The display apparatus of claim 1, wherein the aperture is dimensioned to receive the plush item while the plush item is assuming a compressed shape.

7. (original) The display apparatus of claim 6, wherein the aperture is dimensioned such that friction forces are created between the display apparatus and the plush item when the plush item is extending through the aperture and the plush item is free to assume an expanded shape.

8. (original) The display apparatus of claim 7, wherein the aperture is dimensioned such that the friction forces are capable of supporting a weight of the plush item.

9. - 11. (canceled)

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12.-26. (canceled)

27. (New) The display apparatus of claim 1, wherein the strap includes a top panel extending over the top end of the column.

28. (New) The display apparatus of claim 1, wherein the strap includes a bottom panel extending over the bottom end of the column.

29. (New) The display apparatus of claim 1, wherein the strap includes a top panel extending over the top end of the column, a bottom panel extending over the bottom end of the column and a back panel joining the top panel to the bottom panel.

30. (New) The display apparatus of claim 1, further comprising a hang tab fixed in proximity to the top end of the column.

31. (New) The display apparatus of claim 1, wherein:

the major panel of the column forms a front surface of the column;

the column further comprises a second major panel extending between the first side panel and the second side panel, the second major panel forming a back surface of the column and an inner surface of the aperture; and

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the major panel, the second major panel and the first and second side panels form a cavity within the column.

32. (New) The display apparatus of claim 31, further comprising an element related to the plush item and disposed within the cavity.

33. (New) The display apparatus of claim 32, wherein the element comprises literature.

34. (New) The display apparatus of claim 32, wherein the element comprises an accessory.

35. (New) A display apparatus, comprising:

- a plush item;

- a column including:

- a top end and a bottom end;

- a first side panel and a second side panel, each having a sufficient surface area to receive a finger tip; and

- a major panel having a length extending between the top end and the bottom end, and a width extending between the first side panel and the second side panel, the width being a dimension that can be received between opposing fingers of a hand; and

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a strap extending from the top end of the column to the bottom end of the column, the column and the strap forming an aperture within which the plush item is received, the plush item extending laterally through the aperture and beyond at least one of the first and second side panels.

36. (New) The display apparatus of claim 35, wherein the plush item comprises a pillow.

37. (New) The display apparatus of claim 35, wherein the plush item extends laterally beyond both of the first and second side panels of the column.

38. (New) The display apparatus of claim 35, wherein the plush item is compressed within the aperture.

39. (New) The display apparatus of claim 35, wherein the aperture provides friction forces capable of holding the weight of the plush item when the top and bottom ends of the column are rotated such that the aperture is oriented horizontally.

40. (New) The display apparatus of claim 35, further comprising a hang tab fixed in proximity to the top end of the column.

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41. (New) The display apparatus of claim 35, wherein:

the major panel of the column forms a front surface of the column;

the column further comprises a second major panel extending between the first side panel and the second side panel, the second major panel forming a back surface of the column and an inner surface of the aperture; and

the major panel, the second major panel and the first and second side panels form a cavity within the column.

42. (New) The display apparatus of claim 41, further comprising an element related to the plush item and disposed within the cavity.

43. (New) The display apparatus of claim 42, wherein the element comprises literature.

44. (New) The display apparatus of claim 42, wherein the element comprises an accessory.